

NEW ABSTRACT

A method of presenting a commercial in a time slot to a viewer includes providing commercials to a receiver operatively coupled with a display device. Each commercial has an associated agent configured to place a bid for the time slot on behalf of the associated commercial. The bid includes a reward component to be granted to the viewer if the associated commercial is selected. A user profile includes units preferred by the viewer for the reward component of the bid. The agents may access the local viewer preference related data in the user profile to determine the bid to be placed for the time slot. The time slot is then auctioned and the commercial having the agent which placed the winning bid is selected to be displayed on the display device during the time slot.